



March 10, 2010

No. 2010-04

To: All Suppliers

From: Debi J. Besser, C.P.M., Director of Purchasing

Subject: WSLCB New Listing Process for Spirits

Although many suppliers are frequent participants in our new listing process, we want to ensure that all suppliers have a solid understanding of the WSLCB process for considering new spirit products for listing. To that end, we would like to take this opportunity to provide an overview of the process.

The documents required for submitting a product for listing consideration can be found on the LCB Web site at [WSLCB New Listing Information](#) . If you wish to submit samples, they may be with paperwork, or separately, as long as the paperwork has already been submitted. Up to 3 liters (such as four 750 mL bottles) of samples may be submitted for taste testing. **We ask that all samples for product under consideration at the new listing meeting be sent to our office no later than three weeks prior to the meeting, so that we may receive feedback for consideration with the listing decision.**

The Board is very interested in learning about our suppliers' social responsibility efforts, so a Supplier Social Responsibility Survey has been added to our new listing process. Learn more about this pilot program, and find the survey on the LCB web site at this link: [Social Responsibility Survey](#). Only suppliers that are on the LCB scorecard program, or are scheduled to present a new product for listing are required to complete this survey. When you are scheduled to present, this survey must be completed prior to your appointment.

We now have a projector available for presentations upon request to Missy Aulabaugh, mka@liq.wa.gov. You can either email your presentation to Missy prior to the meeting or bring your laptop to hook to our projector.

New listing meetings are generally held monthly (with some exceptions), on the 2nd Thursday from 9:00 a.m. till 12:00 p.m. We may add additional meetings to accommodate a high volume of appointment requests, to ensure that suppliers don't have to wait longer than 60 days for an appointment.

The new listing committee is comprised of Purchasing and Retail staff and chaired by the Director of Purchasing. The Board members, Administrative, Business Enterprise, and Retail Directors are optional attendees. You may present up to three products per meeting. An exception can be made to present up to ten products at one meeting, if they are all the same brand and type of product (such as different flavors of the same brand of vodka).

The committee will consider factors such as performance and trends in the product category and brand, the need for products in the sub-category and price-point, stated marketing plans for Washington and nationally, and demonstrated supplier performance. Secondary consideration will be given to other factors, such as store manager feedback and supplier social responsibility survey results. The full criteria considered in listing decisions are available in WSLCB Agency Policy #915 and are subject to change.

No decisions will be made during the listing presentations. Board action will be taken at a regularly scheduled Board meeting following the listing presentation. If an item is not accepted by the Board for listing, it may not be presented again for at least one year.

For information regarding the new listing process for wine and beer, please refer to the LCB Web site at [WSLCB New Listing Information](#).

If you have any questions about the process, please feel free to contact Missy Aulabaugh at 360-664-1652 or mka@liq.wa.gov.

DJB/mkr

cc: Registered Agents